

Washington State
Quit Line Data Summary
November 2002 vs. September, October & November 2003

	Nov. 2002	Sept. 2003	Oct. 2003	Nov. 2003
Number of Calls to Quit Line	N = 1,200	N = 1,009	N = 990	N = 1,027
Percent of Statewide Calls	100.0%	100.0%	100.0%	100.0%
Percent of State Population in County¹	100.0%	100.0%	100.0%	100.0%
	Nov. 2002 %	Sept. 2003 %	Oct. 2003 %	Nov. 2003 %
Gender	N = 1,028	N = 907	N = 863	N = 847
Female	60.0%	65.8%	61.4%	61.5%
Male	40.0%	34.2%	38.6%	38.5%
Race/Ethnicity	N = 873	N = 771	N = 730	N = 698
American Indian/Alaskan Native	3.9%	3.2%	2.7%	4.4%
Asian/Pacific Islander	1.3%	2.5%	1.5%	2.7%
African American	4.6%	5.3%	5.5%	5.0%
Hispanic/Latino	2.9%	1.8%	2.2%	2.4%
White	87.4%	87.2%	88.1%	85.4%
Age	N = 921	N = 835	N = 787	N = 779
Less than 18 years old	2.6%	1.1%	2.5%	1.7%
18 - 24 years old	15.3%	17.4%	15.9%	14.0%
25 - 34 years old	22.4%	23.7%	19.7%	21.1%
35 - 44 years old	26.6%	26.9%	27.2%	27.2%
45 years and older	33.1%	30.9%	34.7%	36.1%
Education	N = 892	N = 803	N = 747	N = 723
Did not graduate high school	18.2%	19.9%	18.9%	17.7%
High school graduate	32.5%	33.7%	35.6%	31.4%
Some college/vocational school	35.8%	35.9%	34.8%	41.6%
College graduate	13.6%	10.5%	10.7%	9.3%
Caller Type	N = 1,049	N = 941	N = 895	N = 900
General Information	11.9%	9.9%	10.9%	14.3%
Health care provider	3.2%	3.2%	4.2%	5.3%
Tobacco user	84.8%	86.9%	84.8%	80.3%
Payer Type	N = 661	N = 627	N = 566	N = 544
Insured	36.8%	27.8%	29.7%	32.0%
Uninsured	26.8%	31.1%	32.0%	32.2%
Medicaid	36.5%	41.1%	38.3%	35.8%
Heard About	N = 884	N = 784	N = 758	N = 721
Past caller	10.3%	13.8%	13.3%	15.8%
Employer/worksites	1.2%	1.3%	0.8%	1.4%
Health care provider	22.6%	32.0%	30.9%	29.8%
Television	19.5%	12.9%	15.0%	12.9%
Outdoor advertisement (billboard/bus/wall)	7.4%	4.6%	2.4%	3.9%
Targeted mailing	0.7%	0.0%	0.3%	0.0%
Great Start	0.1%	0.1%	0.1%	0.3%
Radio	3.1%	0.3%	0.3%	1.2%
Newspaper/Magazine	2.1%	0.6%	1.1%	2.1%
Brochure/Newsletter	7.2%	7.3%	9.2%	5.1%
Family or friend	20.1%	23.1%	19.7%	21.9%
Health Department	4.4%	3.7%	5.8%	4.0%
School	1.2%	0.4%	1.2%	1.5%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.